

***Examiner's Amendment***

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given by attorney Christopher Agrawal, Reg. No. 63,482 on June 3, 2010.

The application has been amended as follows:

**Claims**

1. (Currently Amended) A non-transitory computer readable storage device storing a program for providing a user interface on a display ~~that enables perception of communications that leverage a chat platform~~, the program comprising:

a module for rendering a chat application user interface for a chat communications session involving at least a first chat participant and a second chat participant, the first chat participant and the second chat participant using a first chat system and a second chat system, respectively, and the chat application user interface being presented at a system display presented to the second chat participant by the second chat system;

a module for accessing at least one stored personalization item, the stored personalization item personalizing an instant messaging context associated with the first or the second chat participant and being selected by the first or the second chat participant in a non-chat, instant messaging context using an instant messaging application;

a module for mapping the accessed personalization item selected in the non-chat, instant messaging context, which involves one-to-one communications, to a chat context, which involves one-to-many communications involving a chat application different than the instant messaging application, the

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mapping being based on comprising definitions of personalization items in the chat context and definitions of the personalization items in the non-chat, instant messaging context, wherein at least one of the definitions of personalization items in the chat context differing differs from at least one of the corresponding definitions of the personalization items in the non-chat, instant messaging context; and  
a module for rendering the mapped personalization item on the chat application user interface to personalize the chat context.

24. (Currently Amended) A computer implemented method for enabling perception of a personalization item in a chat communications session, the method comprising:

maintaining an instant messaging context using an instant messaging application, and a chat context using a chat application different from the instant messaging application;

storing on a host system one or more personalization items associated with a chat application operator, the personalization items representing user preferences personalizing the instant messaging context associated with the chat application operator and being selected by the chat application operator in [[a]] the non-chat, instant messaging context;

storing, in a memory accessible to a chat host system, [[a]] mappings of definitions of the personalization items in a chat context, which involves one to many communications, to definitions of the personalization items in the non-chat, instant messaging context, which involves one-to-one communications, wherein at least one of the definitions of personalization items in the chat context differing differs from at least one of the corresponding definitions of the personalization items in the non-chat, instant messaging context;

receiving a request from a chat participant system for personalization items associated with the chat application operator;

accessing the stored personalization items and the stored mapping at the host system;

identifying, based on the accessing, personalization items associated with the chat application operator; and

communicating the identified personalization items from the host system to the chat participant system for rendering in a chat application running on the chat participant system and personalizing the chat context, the identified personalization item being mapped, based on the stored mapping, from the non-chat, instant messaging context to the chat context for rendering in the chat application.

45. (Currently Amended) A non-transitory computer readable storage device storing a computer program, the computer program comprising instructions for:

storing on a host system one or more personalization items associated with a chat application operator, the personalization items representing user preferences personalizing an instant messaging context associated with the chat application operator and being selected by the chat application operator in a non-chat, instant messaging context using an instant messaging application;

storing, in a memory accessible to a chat host system, [[a]] mappings of definitions of the personalization items in the instant messaging context to definitions of the personalization items in a chat context, which involves one-to-many communications using a chat application different than the instant messaging application, to definitions of the personalization items in the non-chat, instant messaging context, which involves one-to-one communications, wherein at least one of the definitions of personalization items in the chat context differ[s] from at least one of the corresponding definitions of the personalization items in the non-chat, instant messaging context;

receiving a request from a chat participant system for personalization items associated with the chat application operator;

accessing the stored personalization items and the stored mapping at the host system;

identifying, based on the accessing, personalization items associated with the chat application operator; and

communicating the identified personalization items from the host system to the chat participant system for rendering in a chat application running on the chat participant system and personalizing the chat context, the identified personalization item being mapped, based on the stored mapping, from the non-chat, instant messaging context to the chat context for rendering in the chat application.

56. (Currently Amended) A non-transitory computer readable storage device storing a computer program, the computer program comprising instructions for:

rendering, on a first chat participant system, a chat application user interface for a chat communications session, which involves one-to-many communications using a chat application different than an instant messaging application, involving at least an intended second chat participant and a first chat participant; and

rendering at the first chat participant system, to personalize the chat communications session, a personalization item associated with the second chat participant prior to communication with the intended second chat participant system, the personalization item personalizing an instant messaging context associated with the second chat participant and being selected by the second chat participant in a non-chat, instant messaging session, which involves one-to-one communications using the instant messaging application. [[and]]

wherein the rendering of the personalization item being is based on a stored mapping of personalization item definitions from a non-chat, the instant messaging context to a chat context involving the chat communications session, wherein at least one of the definitions of personalization items in the chat context differing differs from at least one of the corresponding definitions of the personalization items in the non-chat, instant messaging context.

77. (Currently Amended) A computer implemented method for enabling perception of a personalization item in a chat communications session, the method comprising:

storing a personalization item personalizing an instant messaging context associated with a user and selected by [[a]] the user in a non-chat, using an instant messaging application context;

mapping the stored personalization item from the a non-chat, instant messaging context, which involves one-to-one communications, to a chat context, which involves one-to-many communications involving a chat application different than the instant messaging application, the mapping being based on definitions of personalization items in the chat context and definitions of the personalization items in the instant messaging context, wherein the stored personalization item having has a meaning in the non-chat, instant messaging context that is different from a meaning in the chat context;

receiving, during a chat communications session involving the user, a request from a chat message recipient system for personalization items associated with the user; and

sending the mapped personalization item to the chat message recipient system such that the mapped personalization item is rendered at the chat message recipient system to personalize the chat context when rendering a portion of a chat message.

### Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Joshua Joo who telephone number is 571 272-3966. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Nathan J. Flynn can be reached on 571 272-1915.

/J. J./  
Examiner, Art Unit 2454

/NATHAN FLYNN/

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Supervisory Patent Examiner, Art Unit 2454